## **ORDER**

Orders	Order / Rev:	106698	_	
	Alt Order #:	06853055	=	FUE
	Product Desc:	BERKLEY FOR SENATE	_	HD
	Estimate:	30S	_	KSNV
	Flight Dates:	09/18/12 - 09/24/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/17/12 / 09/17/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%
Advertiser	Name:	Berkley, Shelley for Senate	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Account Executive

Amy McCreary

Market

End Date

Bill Plan

Start Date

08/27/12	09/24/12	121	\$58,910.00	\$50,073.50	September 2012	121	\$58,910.00	\$58,910.00 \$50,073.50			
					Totals	121	\$58,910.00	\$50,073.50	0.00		
Account Executives											

Start Of Order - End Of Order

Start Date / End Date

Net Amount

Totals

Month

# Spots

Order %

100%

Gross Amount

Net Amount

Rating

Order Share	Share	Total
KSNV	31%	\$58,910.00

Sales Office

# Spots Gross Amount

100%

Sales Region

\$190,032.26

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	19%	\$36,106.13
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$45,607.74
KTUD	0%	\$0.00
KVVU	24%	\$45,607.74
KVWB	0%	\$0.00
LV1	2%	\$3,800.65
UNKWN	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	: 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	- TWTF	:30	8	\$185.002	0.00 NM	8	\$1,480.00
M-F 5-6a WakeUp w/Wagners														
		WAKE L	JP WAGNI	ERS 2/DA	Y									
		Star	t Date E	End Date	Weekdays	Spots/Week	Rate	Rating						
_	W	eek: 09/1	17/12	09/23/12	- ТWГF	8	\$185.00	0.00						

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Order / Rev: 106698 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06853055 Product Desc: BERKLEY FOR SENATE KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/18/1	2 09/21/12	M-F 5-6a WakeUp	•	5-6a	- TWΓF	:30	8	\$185.002	0.00 NM	8	\$1,480.00
WAKE U	JP WAG	NERS 2/DA	M-F 5-6a WakeUp /	o w/vvagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 2 KSNV		09/23/12	- TWTF M-F 5-6a WakeUp	8 M@c\/\\w.c	\$185.00 5-6a	0.00 M	:30	2	\$185.002	0.00 NM	2	\$370.00
L Z NONV	03/24/1	2 03/24/12	M-F 5-6a WakeUp	J	J-0a	IVI	.50	2	ψ103.00 2	0.00 14101		ψ370.00
	JP WAG		Ma aladaya	Consta ////a al-	Data	Datina						
<u>Sta</u> Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$185.00	Rating 0.00						
		2 09/21/12	M-F 6-7a WakeUp	w/WaGM	6-7a	- ТWГF	:30	8	\$450.002	0.00 NM	8	\$3,600.00
WACNE	ERS 2/DA	\ <b>V</b>	M-F 6-7a WakeUp	o w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF	8	\$450.00	0.00						
E 4 KSNV	09/24/1	2 09/24/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	•	6-7a	M	:30	2	\$450.002	0.00 NM	2	\$900.00
WAGNE	ERS		W-1 0-7a Wakeop	J W/ Wagners								
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 09/ E 5 KSNV		09/30/12 2 09/21/12	Today Show	CM 2	\$450.00 658a-9am	0.00 - TWTF	:30	12	\$550.002	0.00 NM	12	\$6,600.00
		_ 00/_ 1/ 1_	Today Show	· · · ·	0000 00		.00		<b>4000.00 2</b>	0.00		ψο,σσσ.σσ
TODAY		End Data	Mookdovo	Spoto/Mook	Poto	Dating						
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> - TWTF	Spots/Week 12	Rate \$550.00	Rating 0.00						
E 6 KSNV	09/24/1	2 09/24/12	Today Show	CM	658a-9am	M	:30	3	\$550.002	0.00 NM	3	\$1,650.00
TODAY			Today Show									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	3	\$550.00	0.00						
E 7 KSNV	09/18/1	2 09/21/12	M-F Today Show I M-F Today Show		9-10a	- TWTF	:30	4	\$200.002	0.00 NM	4	\$800.00
	2 1/DAY											
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$200.00	Rating 0.00						
		2 09/24/12	M-F Today Show I	<u>-</u>	9-10a	M	:30	1	\$200.002	0.00 NM	1	\$200.00
TODAY	0		M-F Today Show	II								
TODAY Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	1	\$200.00	0.00						
E 9 KSNV	09/18/1	2 09/21/12		CM	12-1230pm	- TWΓF	:30	4	\$275.002	0.00 NM	4	\$1,100.00
NOON	NEWS 1/	'DAY	Noon News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E10 KSNV		09/23/12	- TWTF	CM	\$275.00 12-1230pm	0.00 M	:30	1	\$275.002	0.00 NM	1	\$275.00
L 10 NOIW	03/24/1	2 03/24/12	Noon News	Olvi	12-1200pm	141	.50		Ψ213.002	0.00 14101		Ψ213.00
NOON		E. J.D.	M/s sludeur	0	Data	Detien						
<u>Sta</u> Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00						
E11 KSNV	09/18/1	2 09/21/12	The Agenda 1230	pm CM	1230-1p	- ТWГF	:30	4	\$200.002	0.00 NM	4	\$800.00
NEWS <sup>2</sup>	1/DAV		The Agenda 1230	)pm								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF	4	\$200.00	0.00						4-
E12 KSNV	09/24/1	2 09/24/12	The Agenda 1230 The Agenda 1230		1230-1p	M	:30	1	\$200.002	0.00 NM	1	\$200.00
NEWS			Ü	.F								
Sta Week: 09/	rt Date	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week 1	Rate	Rating 0.00						
E 13 KSNV			IAI	CM	\$200.00 3-4p	- TWFF	:30	4	\$300.002	0.00 NM	4	\$1,200.00
		· -			•		-					

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Order / Rev: 106698 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06853055 Product Desc: BERKLEY FOR SENATE KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Dr. Phil Dr Phil									
DR PHI	L 1/DAY		Di i iii								_	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWF	- 4 - CN4	\$300.00	0.00	.20		Ф200 00 0	0.00 NIM		<b>#200.00</b>
E14 KSNV	09/24/1	2 09/24/12	Dr. Phil Dr Phil	CM	3-4p	M	:30	1	\$300.002	0.00 NM	1	\$300.00
DR PHI	L		2111									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	1	\$300.00	0.00	.20		<u>фаго оо о</u>	0.00 NIM	,	¢4 400 00
E 15 KSNV	09/18/1	2 09/21/12	NEWS 3 at 4 (1 h		4-5pm (4:00 PM-4:3	- TWTF 30 PM)	:30	4	\$350.002	0.00 NM	4	\$1,400.00
NEWS	4 1/DAY			· · · · · ·	(	,						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF	4	\$350.00	0.00			ФОБО 00 O	0.00.104		<b>#050.00</b>
E16 KSNV	09/24/1	2 09/24/12	NEWS 3 at 4 (1 h		4-5pm (4:00 PM-4:3	M RO PM)	:30	1	\$350.002	0.00 NM	1	\$350.00
NEWS	4			, ,	(	,						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	1	\$350.00	0.00 - TWTF	.20		Ф450 00 0	0.00 NIM	,	¢4 000 00
E17 KSNV	09/18/1	2 09/21/12	NEWS 3 at 4 (1 H 4PM NEWS (1 ho		4-5pm (4:30 PM-5:0		:30	4	\$450.002	0.00 NM	4	\$1,800.00
NEWS	1/DAY			· · · · · ·	(	,						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E18 KSNV		09/23/12	- TWTF	4	\$450.00	0.00 M	.20		¢450.00.0	0.00 NIM	4	¢450.00
E 18 KSNV	09/24/1	2 09/24/12	NEWS 3 at 4 (1 h		4-5pm (4:30 PM-5:0		:30	1	\$450.002	0.00 NM	1	\$450.00
NEWS				· · · · · ·	(	,						
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M M-F Early News	1	\$450.00	0.00 - ТWГF	:30	8	Ф70E 00 0	0.00 NM	8	ΦE 900 00
E 19 KONV	09/16/1	2 09/21/12	M-F Early News	СМ	5-630p	- 1W1F	.30	0	\$725.002	U.UU INIVI	٥	\$5,800.00
E NEW	S 2/DAY		,									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF M-F Early News	8 CM	\$725.00 5-630p	0.00 M	:30	2	\$725.002	0.00 NM	2	\$1,450.00
E 20 KSNV	09/24/1	2 09/24/12	M-F Early News	Civi	5-630p	IVI	.30	2	\$725.002	U.UU INIVI		φ1, <del>4</del> 50.00
E NEW	S		•									
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	News 3 Live in Pr	ime CM	\$725.00 7-10pm	0.00	:30	2	\$900.002	0.00 NM	2	\$1,800.00
LZI KSNV	09/23/1	2 09/23/12	News 3 in Prime	IIIIe Civi	7-10pm	3	.30	2	φ900.002	U.UU INIVI		φ1,000.00
NEWS												
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating					l	
Week: 09/		09/23/12	M-F Jeopardy	CM	\$900.00 630-7pm	0.00 - ТWГF	:30	8	\$725.002	0.00 NM	8	\$5,800.00
L ZZ KSNV	09/10/1	2 09/21/12	M-F Jeopardy	Civi	030-7 pm	- 1 W11'	.30	0	\$123.002	U.UU INIVI	0	φ5,000.00
JEOP/V	VHEEL 2	/DAY	, ,									
	rt Date	End Date 09/23/12	<u>Weekdays</u> - TWTF	Spots/Week	Rate	Rating						
Week: 09/			M-F Jeopardy	CM	\$725.00 630-7pm	0.00 M	:30	2	\$725.002	0.00 NM	2	\$1,450.00
L 25 1011V	03/24/1	2 03/24/12	M-F Jeopardy	Olvi	000 7 pm	IVI	.50	_	Ψ123.002	0.00 14101	_	ψ1,400.00
JEOP/V		_	. ,									
<u>Sta</u> Week: 09/	rt Date	End Date 09/30/12	Weekdays M	Spots/Week 2	Rate \$725.00	Rating 0.00					l	
			FacetoFace/Ralst		730-758pm	- TWTF	:30	4	\$400.002	0.00 NM	4	\$1,600.00
LZ+ NOIN	00/10/1	_ 00/21/12	Face to Face w/		. 00 / 00pill	1 W11.	.00	7	ψ-100.00 Δ	0.00 14101		Ψ1,000.00
	O FACE										l	
<u>Sta</u> Week: 09/	rt Date	End Date 09/23/12	Weekdays - TWTF	Spots/Week 4	Rate \$400.00	Rating 0.00						
E 25 KSNV			- 1 1111	CM	730-758pm	M	:30	1	\$400.002	0.00 NM	1	\$400.00
	33, <b>=</b> 1, 1	_ 55,21,12		0	. 55 . 55pm		.00		₽.55.00 <u>-</u>	5.55 THI	•	ψ.00.00

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Order / Rev: 106698 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06853055 Product Desc: BERKLEY FOR SENATE KSNV

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Face to Face w/	•								
FACE T	O FACE		race to race w/ t	J.Maiston								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	1	\$400.00	0.00			<b>^</b>	0.00.101	_	
E26 KSNV	09/22/1	2 09/22/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	S-	:30	2	\$350.002	0.00 NM	2	\$700.00
JEOP/V	VHEEL		O/11/0copardy									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S-	2	\$350.00	0.00			<b>₾</b>	0.00.004	4	<b>#0</b> 400 00
E 27 KSNV	09/24/1	2 09/24/12	Mon PR 9-10p Monday Prime 9-	CM 10pm	9-10pm	M	:30	1	\$2,400.002	0.00 NM	1	\$2,400.00
VOICE			oaaye e									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	1	\$2,400.00	0.00			<b>*</b> 0.400.00.0	0.00 NIM	4	<b>#0</b> 400 00
E 28 KSNV	09/18/1	2 09/18/12	Tues PR 10-11p Tuesday Prime 1	CM 0-11pm	10-11pm	- T	:30	1	\$2,100.002	0.00 NM	1	\$2,100.00
PAREN	THOOD		. accaayc .	·								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- T	1	\$2,100.00	0.00	.20		¢4 700 00 0	0.00 NIM	4	Ф4 <b>7</b> 00 00
E 29 KSNV	09/21/1	2 09/21/12	Fri PR 9-10p Friday Prime 9-10	CM	9-10pm	F	:30	1	\$1,700.002	0.00 NM	1	\$1,700.00
GRIMM	I		Thiday Thine on	эрт								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	F	1	\$1,700.00	0.00			<b>*</b>	0.00 NIM	4	<b>#</b> 000 00
E30 KSNV	09/23/1	2 09/23/12	News 3 Live in Pr News 3 in Prime	ime CM	7-10pm	S	:30	1	\$900.002	0.00 NM	1	\$900.00
NEWS			110110 0 1111 111110									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	M-F News 3 at El	1 CM	\$900.00	0.00 m - TWTF	.20		Ф750 00 2	0.00 NM	4	¢2 000 00
E31 KSNV	09/18/1	2 09/21/12	M-F News 3 at El		11pm-1135p	m -1W1F	:30	4	\$750.002	0.00 NM	4	\$3,000.00
NEWS	11 1/DAY	<i>(</i>										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E32 KSNV		09/23/12	- TWTF M-F News 3 at Ele	4	\$750.00 11pm-1135p	0.00 m M	:30	1	\$750.002	0.00 NM	1	\$750.00
E 32 KSINV	09/24/1	2 09/24/12	M-F News 3 at El		1 1pm-1133p	III W <u>I</u>	.30	1	\$750.002	U.UU INIVI	ı	\$750.00
NEWS	11											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	1	\$750.00	0.00	.20		\$250.00.2	0.00 NM	0	<b>#2.000.00</b>
E 33 KSINV	09/16/1	2 09/21/12	The Tonight Show Tonight Show	v CM	1135p-1237a	- TWTF	:30	8	\$250.002	0.00 NM	8	\$2,000.00
TONIG	HT 2/DA	Y										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF	8 CM	\$250.00	0.00 a M	.20		\$250.00.2	0.00 NM	0	<b>\$500.00</b>
E 34 KSINV	09/24/1	2 09/24/12	The Tonight Show Tonight Show	v CM	1135p-1237a	i IVI	:30	2	\$250.002	0.00 NM	2	\$500.00
TONIG	HT											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M Sa-Su News 3 at	Elever CM	\$250.00 11pm-1135p	0.00 mSS	:30	2	\$750.002	0.00 NM	2	\$1,500.00
L 33 KSNV	09/22/1	2 09/23/12	Sa-Su News 3 at		1 1pm-1135p	III33	.30	2	φ/30.002	U.UU INIVI	2	φ1,300.00
NEWS1	11 1/DAY											
	rt Date	End Date	Weekdays SS	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	News 3 Sunrise -	SATURNA SATURNA	\$750.00 6a-7a	0.00	:30	1	\$150.002	0.00 NM	1	\$150.00
L JU NOINV	03/ZZ/ I	_ U3122/12	News 3 Sunrise S		Ja-i a	3-	.50	'	ψ100.00 Δ	U.UU INIVI	'	ψ130.00
	SUNRISI	E										
	rt Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate \$150.00	Rating						
Week: 09/ E37 KSNV		09/23/12	3-	CM	\$150.00 7a-9am	0.00	:30	2	\$325.002	0.00 NM	2	\$650.00
LOT ROINV	JJ/22/ I	_ 00/22/12		Civi	ra Jam	5-	.50	_	ψυΖυ.υυ Ζ	O.OO INIVI	2	Ψ000.00

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Totals

121

\$58,910.00

Order / Rev: 106698 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06853055 Product Desc: BERKLEY FOR SENATE KSNV

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ïme Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Saturday Today									
			Saturday Today									
SAT TO	DDAY									_		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/17/12	09/23/12	S-	2	\$325.00	0.00						
E38 KSNV	09/22/1	2 09/22/12	News 3 Today - 3	SATUR <b>IC</b> M	9am-930am	S-	:30	1	\$275.002	0.00 NM	1	\$275.00
			News 3 Today -	SAT								
NEWS	TODAY		ĺ									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/17/12	09/23/12	S-	1	\$275.00	0.00						
E39 KSNV	09/23/1	2 09/23/12	News 3 Sunrise	SUND&M	6a-7a	S	:30	1	\$185.002	0.00 NM	1	\$185.00
			News 3 Sunrise	SUNDAY					·			
NEWS	SUNRISE	≣										
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S	1	\$185.00	0.00						
E40 KSNV	09/23/1	2 09/23/12	Sunday Today	CM	7a-8am	S	:30	1	\$325.002	0.00 NM	1	\$325.00
			Sunday Today					-	<b>*</b> 0=0100 =		•	<b>*</b>
SUN TO	ODAY											
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S	1	\$325.00	0.00						